

FSC-77-A	5/8/95	TO: ROM
SUBJECT: RETAIL PARTNERS SELLING TOOLS		
DISTRIBUTION:		
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> CAM	<input type="checkbox"/> ELM
<input checked="" type="checkbox"/> RM	<input checked="" type="checkbox"/> Reg.Mil.Mgr.	<input type="checkbox"/> MIL
<input checked="" type="checkbox"/> RBM	<input type="checkbox"/> Reg.DF Mgr.	<input type="checkbox"/> DF
<input checked="" type="checkbox"/> ROM	<input type="checkbox"/> DM	<input type="checkbox"/> REP

cc: RBM  
ROM  
SAM:  
DMC  
TEDS  
RCS

c/m: 5/1/95

Additional selling tools will be available soon to assist you in selling the Retail Partners Program. These tools consist of the following:

- **Laminated Retail Partners Sheets**
  - Laminated sheets that provide program requirements on one side and payment/Co-Marketing rates on the reverse side. These sheets will serve as a Retail Partners reference tool and will be mailed directly to all Field Sales employees no later than the week of 5/15/95.
- **Sell Sheets**
  - Sell sheets in pads of 25 will be available to use to present the Retail Partners Program to retailers. These sheets are program specific (item numbers listed below) and allow for volume ranges and payment rates for qualifying retailers to be written on the document for presentation. (Examples attached)
    - Self-Service Pack Outlet Base                      Item #490955
    - Non-Self-Service Pack Outlet Base                      Item #490961
    - Self-Service Carton Outlet Base                      Item #490970
    - Non-Self-Service Carton Outlet Base                      Item #490982
    - Cigarette Outlet Base                      Item #490991

Sell sheets will be available to order through SMS beginning 5/17/95.  
(Please order realistic quantities.)

Program contact:	Merchandising Department Contacts		
	NESA	Mike Buckler	x1625
	SSA	Tom Sullivan	x2572
	WSA	Ron Grout	x2196
	MWSA	Rich Pettorini	x1052

R. J. REYNOLDS TOBACCO COMPANY  
Attachments

51859 9593

# **SELF-SERVICE PACK OUTLETS** **BASE Program Requirements**

## **Base Participation**

- Retailer agrees to maintain:
  - RJR Full Price Display in Primary Position
  - RJR Full Price Display in a 2nd, 3rd or 4th Full Price position
  - RJR Savings Brand Display in a Primary Savings Position
- Retailer further agrees to.
  - Display RJR "Lowest" brands, if applicable
  - Provide RJR accurate volume information
    - Authorize primary and other suppliers to release brand style volume information to RJR.
  - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market
  - Provide RJR share of space equal to RJR share of market on carton merchandisers, if applicable. Minimum acceptable space as determined by an RJR Representative.
  - Ensure RJR brands are represented in all price tiers as required.
  - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
  - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested
  - Accept new RJR brand styles as requested by RJR representative
- RJR reserves the right for final approval of display/advertising sizes and

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## **Pay For Performance**

- Retailer earns payment based on performance of program requirements and RJR volume.

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## **Co-Marketing**

- Meet all requirements specified for Base Participation
- Retailer uses Co-Marketing to drive RJR volume

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Retail Partners			
	<u>Lower Range</u>	<u>Current</u>	<u>Next Higher Range</u>
RJR CPW			
RJR Payment	\$	\$ *	\$ *
		*	
Co-Marketing			
Accrual	\$	\$ *	\$ *
		*	
<b>*Verification of volume required.</b>			

7656 65815

locations.

# **NON-SELF-SERVICE PACK OUTLETS** **BASE Program Requirements**

## **Base Participation**

- Retailer agrees to maintain:
  - RJR Full Price Display in Primary non-self-service position
  - RJR Full Price Display in a 2nd, 3rd or 4th Full Price non-self-service position
  - RJR Savings Brand Display in a Primary Savings non-self-service position
- Retailer further agrees to:
  - Display RJR "Lowest" brands, if applicable
  - Provide RJR accurate volume information
    - Authorize primary and other suppliers to release brand style volume information to RJR.
  - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market.
  - Provide RJR share of space equal to RJR share of market on carton merchandisers, if applicable. Minimum acceptable space as determined by an RJR Representative.
  - Ensure RJR brands are represented in all price tiers as required.
  - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
  - Provide RJR equal opportunity to place temporary promotional

displays and signage, as requested.

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## **Pay For Performance**

- Retailer earns payment based on performance of program requirements and RJR volume.

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## **Co-Marketing**

- Meet all requirements specified for Base Participation
- Retailer uses Co-Marketing to drive RJR volume

## **Retail Partners**

	<u>Lower Range</u>	<u>Current</u>	<u>Next Higher Range</u>
RJR CPW			
RJR Payment	\$	\$ *	\$ *
		*	
<b>Go-Marketing</b>			
Accrual	\$	\$ *	\$ *
		*	

- Accept new RJR brand styles as requested by RJR Representative.
- RJR reserves the right for final approval of display/advertising sizes and locations.

**\*Verification of volume required.**

## SELF-SERVICE CARTON OUTLETS BASE Program Requirements

### Base Participation

- Retailer agrees to maintain:
  - Self-Service RJR Package Merchandiser(s) in Primary Position
  - Space for RJR cartons equal to RJR SOM. Minimum space determined by RJR. Separate Full Price and Savings sections required
  - RJR brands on top shelves contiguous
  - Advertising located over RJR brands
- Retailer further agrees to:
  - Provide RJR accurate volume information
    - Authorize primary and other suppliers to release brand style volume information to RJR.
  - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market.
  - Ensure RJR brands are represented in all price tiers as required.
  - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
  - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested.
  - Accept new RJR brand styles as requested by RJR Representative.
- RJR reserves the right for final approval of display/advertising sizes and locations.

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### Pay For Performance

- Retailer earns payment based on performance of program requirements and RJR volume.

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### Co-Marketing

- Meet all requirements specified for Base Participation
- Retailer uses Co-Marketing to drive RJR volume

### Retail Partners

	<u>Lower Range</u>	<u>Current</u>	<u>Next Higher Range</u>
RJR CPW			
RJR Payment	\$	\$ *	\$ *
<b>Co-Marketing</b>			
Accrual	\$	\$ *	\$ *
<b>*Verification of volume required.</b>			

# **NON-SELF-SERVICE CARTON OUTLETS BASE Program Requirements**

## **Base Participation**

- Retailer agrees to maintain:
  - RJR Package Merchandiser(s) in Primary position (Self-Service)
  - Space for non-self-service cartons equal to RJR SOM. Minimum space determined by RJR. Separate Full Price and Savings sections required
  - RJR brands on top shelves contiguous
  - Advertising located over RJR brands.
- Retailer further agrees to:
  - Provide RJR accurate volume information
    - Authorize primary and other suppliers to release brand style volume information to RJR.
  - Provide RJR share of available signage (excluding signage on fixtures/displays) equal to RJR Share of Market.
  - Ensure RJR brands are represented in all price tiers as required.
  - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display.
  - Provide RJR equal opportunity to place temporary promotional displays and signago, as requested.
  - Accept new RJR brand styles as requested by RJR representative.
- RJR reserves the right for final approval of display/advertising sizes and locations.

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## **Pay For Performance**

- Retailer earns payment based on performance of program requirements and RJR volume.

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## **Co-Marketing**

- Meet all requirements specified for Base participation
- Retailer uses Co-Marketing to drive RJR volume

## **Retail Partners**

	<u>Lower Range</u>	<u>Current</u>	<u>Next Higher Range</u>
RJR CPW			
RJR Payment	\$	\$ *	\$ *
<b>Co-Marketing</b>			
Accrual	\$	\$ *	\$ *

\*Verification of volume required.

## CIGARETTE OUTLETS BASE Program Requirements

### Base Participation

- Retailer agrees to maintain:
  - RJR Full Price Pack Display/merchandiser in Primary position
  - RJR Savings Brand Pack Display/merchandiser in Primary position
  - Parity representation for displays at register (selling area), Full Price and Savings Brands
  - "Feature" Savings Center in a Primary Savings position
  - Other Savings Center if applicable
  - Full Price Carton merchandiser - RJR brands
  - Dedicated promotional space for RJR brands, Pack and Carton
  - Indoor and Outdoor "high impact" signage
  - Share of signage equal to RJR SOM
- Retailer further agrees
  - Provide RJR accurate volume information
    - Authorize primary and other suppliers to release brand style volume information to RJR.
  - Provide RJR share of available signage (excluding signage on fixtures/ displays) equal to RJR Share of Market.
  - Ensure RJR brands are represented in all price tiers as required.
  - Ensure adequate quantity of RJR brands are maintained to minimize out of stock, including brands designated for display
  - Provide RJR equal opportunity to place temporary promotional displays and signage, as requested
  - Accept new H.I.T brand styles as requested by H.I.T representative
- RJR reserves the right for final approval of display/advertising

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### Pay For Performance

- Retailer earns payment based on performance of program requirements and RJR volume.

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### Co-Marketing

- Meet all requirements specified for Base participation
- Retailer uses Co-Marketing to drive RJR volume

### Retail Partners

	Lower Range	Current	Next Higher Range
RJR CPW			
RJR Payment	\$	\$ *	\$ *
Co-Marketing			
Accrual	\$	\$ *	\$ *
*Verification of volume required.			

sizes and locations.